

SYSTEM AND METHOD FOR A BONUS STORE CREDIT PROGRAM

ABSTRACT OF THE DISCLOSURE

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Automatic creation of bonus store credit by validating a transaction to determine any credit owed to the buyer and using that credit in a second transaction with the seller. A seller registers as a provider of bonus store credit and receives text to display on their selling page. When a transaction closes, the system is notified, captures relevant data from the notification and from the selling page, and qualifies a credit amount, by meeting or exceeding fixed price or minimum bid levels described on the selling page. The buyer receives a notification of any qualified credit amount. Update notifications to the buyer via electronic messages remind her of her open credit and promote the seller's other offerings by additional links to other listings. The system recognizes any second transaction occurring between the buyer and seller and validates it as eligible for the application of the credit.

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